## **ABSTRACT**

A non-asbestos-based friction material for rotors and brake drums of aluminum alloy for automobiles or the like, which exhibits lower counter surface attack and excellent wear resistance, produced by forming and then curing a non-asbestos-based friction material composition comprising a fibrous base (A), binder (B) and filler (C) as the major ingredients, wherein the filler (C) is incorporated with 1 to 10% of abrasive particles having an average size of 0.5 to 10µm and 4 to 20% of unvulcanized rubber, all percentages by volume based on the whole friction material.